

3 Three Steps To Differentiation

A quick reference guide for differentiating your agency through a proactive benefit plan design that actually improves the health of the workforce at no cost to you or your clients.

1 Enroll Your Clients In The Free Program

Why? To establish that you have a more proactive and innovative approach to benefit plan design, enroll your clients in Wellspring's Free Wellness Program at no cost to you or your client. It is imperative that you enroll them whereby the Wellness Program is a value-added benefit of being your client rather than selling/recommending it as, through this strategy, they'll perceive it as an entitlement and be much more likely to utilize it creating more perceived value of being your client.

How? Obtain the Free Wellness Program Agreement, sign it, and return it to Wellspring with an Excel Spreadsheet listing the enrolled clients.

START HERE !

2 Inform Your Clients Of How You Are Assisting Them In Reducing Their Costs

How? It's easy! Follow Wellspring's three step communication process:

1. Wellspring will provide you a "Notification Letter" to provide to your clients announcing the Program, why it is important, and how to take advantage of it.
2. Invite the decision makers of your clients to either a live seminar describing the program or refer them to an "on-demand" on-line webinar.
3. Wellspring's Account Managers will assist each of your clients in implementing so there are no headaches or effort required on your part.

GET THE WORD OUT!

3 Promote Your Differentiation To Prospects & The Community

How? Now that you've implemented Wellspring's Free Program within your agency for both your employees and your clients, it's time to start leveraging your differentiation to generate new client relationships as follows:

1. **Educate, educate, educate.** Position yourself as the resource for employers seeking to reduce their insurance costs. Wellspring will provide you an educational PowerPoint on "Proven Strategies To Reduce Insurance Costs" which you'll want to present to your prospects via Chamber/Trade Association meetings, SHRM meetings, "on-demand" webinars, etc.
2. **Lead with cost reduction strategies** as a door opener with prospects. They may not have considered changing brokers but they'll reconsider when you are the only one bringing them no cost, proactive solutions!

GROW YOUR BOOK!



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